TMGT 350: Principles of Technology Management
Section: 01W

COURSE SYLLABUS: Spring, 2014

Instructor: **Mr. Perry Moler**
Office Location: Austin Engineering Building-105
Office Hours: 9-10a.m. M,W,R; 9-11 a.m. F or by appointment
Office Phone: 903-886-5361
University Email Address: Perry.Moler@tamuc.edu

General Course Information

Textbook(s) Required: Managing Technology and Innovation
Edited by: Robert M. Verburg, J. Roland Ortt & Willemijn M. Dicke
Publisher: Routledge-Taylor & Francis Group
ISBN: 10: 415-36229-6 or 13: 9-78-0-415-36229
2006

Suggested Readings: The course textbook has a list of **"Further Reading"** at the end of each chapter. These have application to the content of the course.

Reference Sources:

- www.iamot.org
- www.inderscience.com (click on Science, Engineering & Technology)
- www.sciencedirect.com/science/journal/09234748
- www.atmae.org
- www.plagiarism.org
- www.tamu-commerce.edu/studentlife/guidebook.pdf
- Publication Manual of the American Psychological Association (APA)
  6th Edition
  ISBN: 10:1-4338-0561-8
  2010

Course Description: Study of leadership and management methodologies necessary to be successful and effective in contemporary technology intensive organizations. Course emphasis will be on contemporary organizational structure, societal impacts, decision making, innovation, management strategies and management of organizational knowledge. Students will be expected to conduct extensive readings, research and writings conducive with a junior level undergraduate course in technology management.

Learning Outcomes

Learning outcomes define what you should know and be able to do as a result of your participation in this course of study. All of the activities that constitute this course are designed toward the accomplishment of that goal.

- **Learning Outcome #1:** The learner will demonstrate through a written class assignment the ability to read course materials and textbook, analytically comprehend the content, organize and summarize the major points to others in an effective and concise manner consist with a junior level university student.

- **Learning Outcome #2:** The learner will demonstrate through a written class assignment the ability to research course related literature, understand and compose comprehensive and concise definitions/descriptions of specific terminology, management principles, management theory and management practices directly related to the course of study.

- **Learning Outcome #3:** The learner will demonstrate the ability to conduct a comprehensive review of literature outside the course textbook and to develop written documents that effectively explain to others the key areas of understanding and practices that are required of contemporary managers of technology.

- **Learning Outcome #4:** The learner will demonstrate through class participation via discussion boards and required writings a working knowledge of and an advanced understanding of the discipline that constitutes technology management.

- **Learning Outcome #5:** The learner will demonstrate through discussion boards, written assignments and a comprehensive examination the ability to effectively apply the principles and practices of technology management to a real-world environment/enterprise.

Tips for Success

This is an online course of study; therefore, I am providing you the following tips for success as an online learner:

Do Not Presume: Many students assume that online classes require less work, time and are generally "easier" than traditional face-to-face university courses. In reality, online classes are designed to be just as rigorous, just as detailed, and just as demanding and they include the same content as a face-to-face course. Be prepared to devote a minimum of six (6) clock hours a week in an online course-and that is a modest estimate. Some weeks and some entire courses will require far more than the 6-hours.

Study and Pay Attention to the Course Learning Outcomes: Every course has established learning outcomes that are expected of the student. These are carefully crafted and serve as the foundation on which a well-designed course is built. Every aspect of the academic course including readings, research, assignments, projects and examinations flow from the course learning outcomes. Understanding these will provide a better understanding of what is expected of you, the student, in all aspects of the course.

Communication in the Online Course: The majority, if not all of your communication in an online course will be by the written word; therefore, be prepared to type instead of talk. There may be discussion boards, written assignments/projects, etc. Email is the common mode of communication in this type of course. This is different than the face-to-face course where verbal communication is prevalent. Be prepared to read and write a "great amount".

Participation in an Online Class: If your class is using a discussion board, you may be required to participate. Always respond to discussion board questions with substantive, well researched remarks. An example of a **bad** posting would be a very short response such as, *"I agree with the previous post"*. An acceptable response would be multi-sentenced, would be thoroughly researched by you and would

generate additional thoughts that relate directly to the lesson's subject matter. Use the opportunity to interact and to have a meaningful conversation with your classmates.

Be Proactive: If you have course related questions or do not understand an assignment, it is time for you to contact your professor. Do not wait until your grade is in jeopardy to act; your professor is there to guide you through the course. *However, your questions should be serious, well written, positive and to the point.*

Establish a Regular Schedule: It is a good habit to work on your course each day or at least 5-days a week. Your course requires you to spend at least 6-hours per week reading, researching and/or writing. It is not wise or effective to wait until the assignment, project or examination is due to begin-*your grade will suffer.* Time management, planning ahead and organization are "key" to success in any academic course.

Surveys: Your feedback may be requested by Texas A&M University-Commerce during the semester/term regarding your course. **It is important that you take a serious and constructive approach to this activity.** The information gained from you will assist in course evaluation by the university/college/department to insure that effective learning is taking place within the existing course structure. If changes are indicated, this will help with course re-design and/or other revisions that will make the course more relevant for future students and the employers of graduates.

Avoid Plagiarism: United States law supports that words and ideas can be stolen. The expression of original ideas is considered intellectual property, and is protected by copyright laws, just like other inventions. Almost all forms of expression fall under copyright protection as long as they are recorded in some way *(such as a book or computer file).*

All of the following are considered plagiarism:

- Turning in someone else's work as your own.
- Copying words and/or ideas from someone else without giving proper credit.
- Failing to put a quotation in quotation marks.
- Providing incorrect information about the source of a quotation or information source.
- Changing words, but copying the sentence structure of a source without giving proper credit.
- Copying so many words or ideals from a source that it makes up the majority of the work you have written, whether you give credit or not.

In most cases plagiarism can be avoided by citing your sources correctly. Simply acknowledging that certain material has been borrowed, and providing your audience with the necessary information to locate that source, is usually enough to avoid a plagiarism charge.

Basic Technology Requirements

- For maximum efficiency, you will need a good computer connected to high-speed Internet.
- ***Microsoft Office Word 2007 or Newer*** is required.

Online Access & Navigation

- This course will be facilitated using ***eCollege***, the *Learning Management System* used by Texas A&M University-Commerce.
- To begin the course go to: https://leo.tamuc.edu/Login.aspx
- You will need your *Campus Wide Identification Number* (CWID) to log into the course.
- If you have questions and/or problems contact: **Technology Services** at 903-468-6000 or helpdesk@tamuc.edu
- **eCollege** HelpDesk is available 24 hours a day, seven days a week. You may contact the **eCollege** HelpDesk at: 1-866-656-5511 or helpdesk@online.tamuc.org or through the Online Chat by clicking on the "Live Support" tab within your **eCollege** course.

Faculty & Class Communication

All correspondence with your instructor will be accomplished via **eCollege**. I will normally respond to your emails within 48 hours of receipt, excluding weekends and holidays. I will announce to the class if I will be unavailable for more than 48 hours.

If you wish to meet with me face-to-face, please come in during my officer hours. You may set-up an appointment by calling: 903-886-5361 Monday – Friday between the hours of 8:00am and 5:00pm.

Emails **WILL** be written in formal business format with complete sentences, correctly spelled words, correct punctuation, etc.

Please send your emails and other materials *only one time*. I will acknowledge receipt normally within 48 hours.

Civility will be the rule at all times!

Course Policies

This advanced undergraduate course will require you to read, conduct research and to write at a level appropriate for a junior-level university student.

- You will be expected to read and comprehend the course syllabus and course announcements.
- You will be expected to manage your time effectively and efficiently throughout the semester.
- You will be expected to meet all deadlines.
- You will be expected to participate fully in the course.
- You will be expected to practice civility in your correspondence and in your interactions with the professor, staff and students.
- You will be expected to devote **at least** 6 clock hours to this course each week (including on-line and off-line).
- You will be expected to log into **eCollege** and this course at least once per week.
- Work, vacation, sickness/accident/death outside your immediate family does NOT constitute an approved excuse for not completing assignments, and/or not meeting any course deadlines.
- *If you find it necessary to miss a deadline, notify me immediately!* I will work with you to find a solution for your situation, if possible.

Grading & Evaluation Policy

The final course grade for each student will be based on the following:

- Assignments   450 points
- Final Project   150 points
- Discussion Boards   50 points
  TOTAL POSSIBLE POINTS: 650

  GRADING SCALE
  A = 650 to 585
  B = 584 to 520
  C = 519 to 454
  D = 453 to 388
  F = 387 or less

NO EXTRA CREDIT WILL BE GIVEN AND LATE WORK WILL NOT BE ACCEPTED

In the workplace, you will be expected to produce documents that are clear, easy to read, error-free, and visually effective. Your written products must also satisfy general requirements of the organization, be appropriate for a specific purpose, and meet the needs of the audience. Final course grades are defined as follows:

A– Outstanding work: Shows superior analysis of the assignment; provides excellent selection of content, organization, design, and style that addresses both the practical and rhetorical requirements of the particular situation; uses a style that is fluent and coherent; excellent choice and use of visuals, has no major mechanical errors; shows insight, perceptiveness, originality, and thought.

B– Good work: Above the level necessary to meet course requirements; has a thorough, well-organized analysis of the assignment; shows judgment and skill in the presentation of material appropriate for the intended audience and purpose; supports ideas well with concrete details; has an interesting, precise, and clear style; good use of visuals; is free of major mechanical errors; strong, interesting work, although minor problems may be present.

C– Acceptable work: Meets all basic requirements of the course and assignment; provides a satisfactory analysis of the writing task, subject, and audience; accomplishes its purpose with adequate content, design, and detail; uses details, organization and expression appropriate for the rhetorical and practical context; adequate use of visuals; has acceptable mechanics; nothing remarkably good or bad about the work; equivalent work could be used in the professional world, but generally would be considered minimal.

D– Needs improvement: Minimally meets the assignment but is weak in one of the major areas (content appropriate for purpose, organization, style or mechanics) or offers a routine, inadequate treatment; document design and use of visuals is inadequate or inappropriate; shows generally substandard work with some redeeming features.

F– Unacceptable work: Does not meet the course requirements; fails to meet one or more of the core requirements of the course or assignment; may fail to cover essential points, or may digress to nonessential material; may lack adequate organization and show confusion or misunderstanding of genre or context; may use an inappropriate tone, poor word choice, excessive repetition, or awkward sentence structure; may be unclear; poor quality design and/or use of visuals; may contain an unacceptable level of errors.

Each document, presentation, or visual you prepare reflects your professional knowledge and establishes your professional image. In some cases, a document may be read both by your professor and qualified professionals in the discipline and these professionals may be asked to comment on the content, presentation quality, and value for evaluation purposes. It is critical that your work be done in a professional manner and written at the appropriate level for your intended audience.

Course Assignments & Examination

Each of the following assignments and examination are to be completed individually, without collaboration from others.

*****Academic Honesty Policy** – DUE: January 31, 2013 by 5:00pm
The Academic Honesty Policy form located in **eCollege,** in this course under DOC SHARING; is to be downloaded for your file, read and complete the information at the bottom. This is to be copied and submitted into the dropbox labeled "Policy". Failure to submit will result in removal from this course.

Remember you must properly cite all sources used in your work! APA 6TH EDITION

ASSIGNMENT #1 – 100 points   Due: February 6, by 11:59pm

Some research may be required:

- Based on your current understanding and in your own words, define Technology Management. **50 to 100** words
- How do you currently apply technology management in your career or course work **150 to 200**?
- Write in **200 to 250** words why technology management is/should be important to employers?

HINT: Familiarize yourself with the questions in Assignment #1. Take notes as you read the book of points that you may wish to include in your responses. Write a draft first, then read, think and make necessary revisions. Repeat this process as many times as you need in order to produce your best response. Be careful of word usage, spelling, grammar and be sure to cite your sources, if applicable.

ASSIGNMENT #2 – 100 points   DUE: March 6, by 11:59pm

The textbook chapters that relate to Assignment #2 are 2-5.

Based on your reading and study of chapters 2-5 and additional readings/research write in **150 to 200** Words a description/definition: Pick 7 of 10, Knowledge Management is required the remaining six is your choice.

1. Technology firm
2. Value creation
3. Concurrent design
4. Virtual organization
5. Agility
6. Knowledge management
7. Human Resource Management
8. Costs accounting
9. Management accounting
10. Strategic, functional and tactical

- In addition to using the textbook as a source for this assignment, you must cite at least One (1) additional source for each topic your responses.
- Write **150 to 200** words per topic (not counting the list of references)
- On the top right-hand corner of each page – place your **Name**, **CWID** and the **Assignment number** using Arial, 8-point font.

ASSIGNMENT #3 – 100 points   DUE: March 27, by 11:59pm

The textbook chapters that relate to Assignment #3 are 6-10.

Based on your reading and study of chapters 6-10 and additional readings/research write in **200 to 250** Words a description/definition: Pick 4 of 7, Globalization is required the remaining four is your choice.

1. Globalization
2. Innovation
3. Decision-making
4. Forecasting
5. Consumer research
6. Data analysis
7. Productivity

- In addition to using the textbook as a source for this assignment, you must cite at least One (1) additional source for each, which supports your written description/definition of the item.
- Write **200 to 250** words per topic (not counting the list of references)
- On the top right-hand corner of each page – place your **Name**,**CWID** and the **Assignment number** Using Arial, 8-point font.

ASSIGNMENT #4 – 150 points   DUE: April 17, by 11:59pm

Assignment is a writing assignment. By this time you should have found several other sources of information on general business management and more specifically the managing of technology in the contemporary enterprise. Therefore, based on you research, compose and write an original paper: Pick 2 of 4, Managing performance in firms is required the remaining is your choice.

1. Innovation in technology firms.
2. System dynamics.
3. Reliability.
4. Managing performance in firms.

- Each document must be your original work based on your individual readings and research.
- Write in **1000 to 1100** words per topic (not counting the list of references).
- Each topic must have at least three (3) cited references. *The course textbook **cannot** be used As a reference on this assignment.* A list of your references is to follow each of the document and Must conform to APA Guidelines.
- On the top right-hand corner of each page - place your N**ame**, **CWID** and the A**ssignment number** Using Arial, 8-point font.

PROJECT – 150 points   DUE: May 8, by 11:59pm

Final project instructions will be sent to each student via email through the myleo accounts on or about *April 9, 2014*. The project will be based on concepts you mastered in the textbook and will require that you conduct research outside the textbook. You will be required to use technology beyond Microsoft office in presenting this project.

This will be an individual project, requiring you to work alone and not collaborate with others.

Class Participation

As practitioners of technology management there needs to be open communication among your peers. The discussion board is where these conversations should take placed. At a minimum you should write two posts per assignment/project. Posts should be thoughtful, provide insight on your ideas, multi-sentences and correct grammar. **NOT "good post I agree."** You are all adults you know what a good quality post is.

Discussion board will be completed by the time the current assignment is due. If not then no credit will be earned. (e.g.) Assignment 1 is due by February 6th by 11:59. Therefore all post for assignment 1 must be completed before that given date and time.

University/College/Department Policies & Procedures

ADA Statement **-** The *Americans with Disabilities Act* (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, contact:

<div align="center">

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148

</div>

Student Conduct - All students enrolled at the University shall follow the tenets of common decency, civility and acceptable behavior conducive to a positive learning environment.
<div align="center">(Refer to the *Code of Student Conduct from Student Guide Handbook*)</div>